

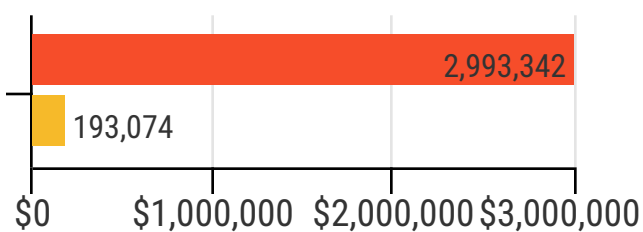
# VisaVue® Travel - Domestic Tourism - San Luis Obispo County - 2018 Annual Report

TOTAL SPEND: \$697,572,612

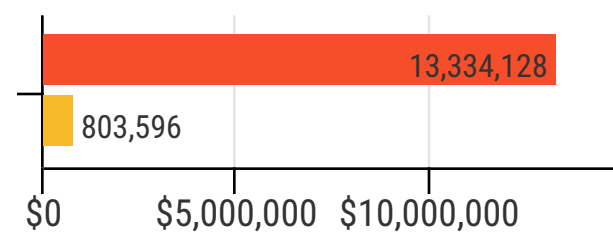
\$635,022,823



## CARDHOLDER COUNT



## TRANSACTION COUNT

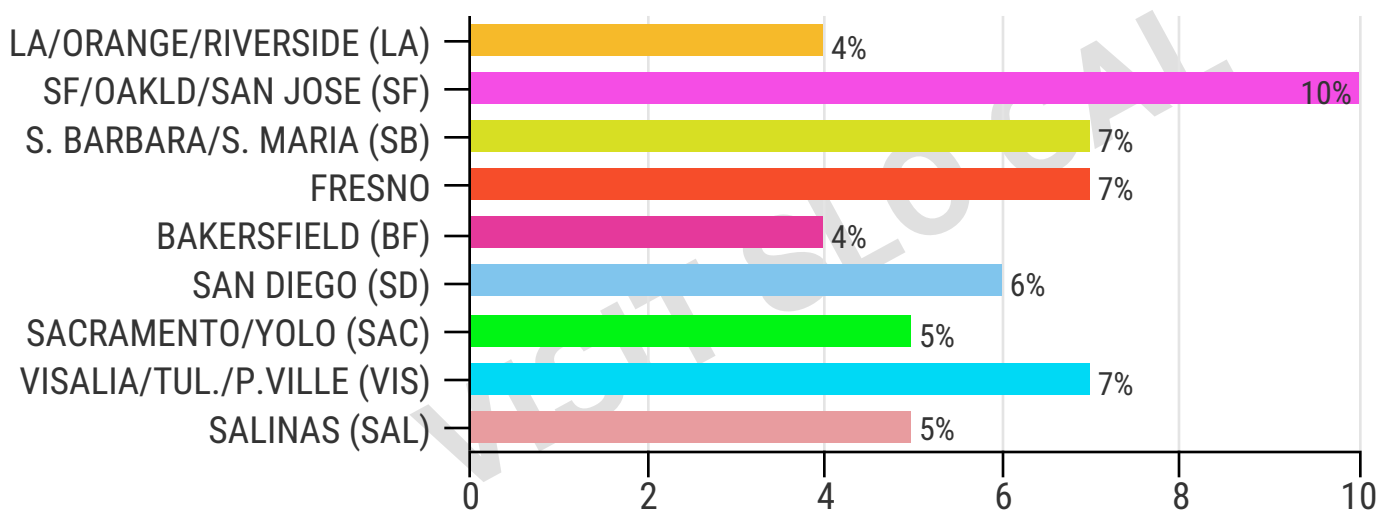


CONSUMER COMMERCIAL

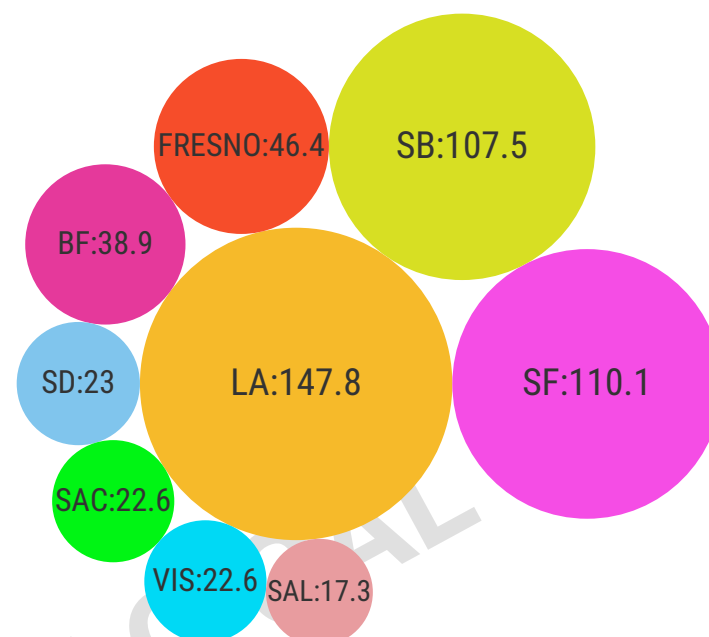
COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

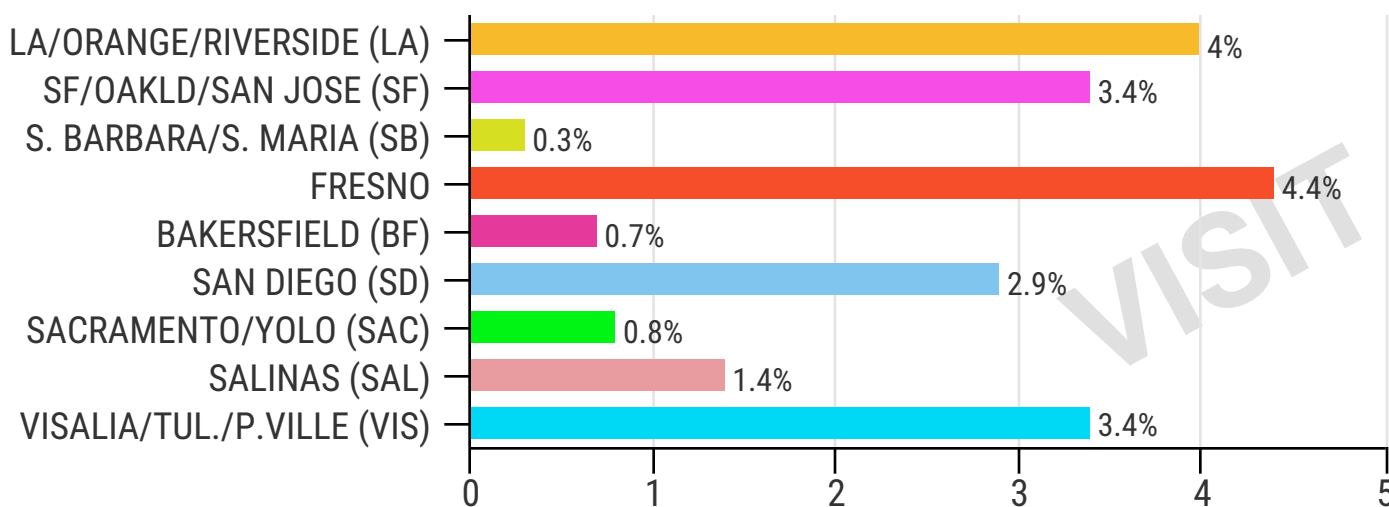
## Top Originating MSAs Y/Y \$ Growth



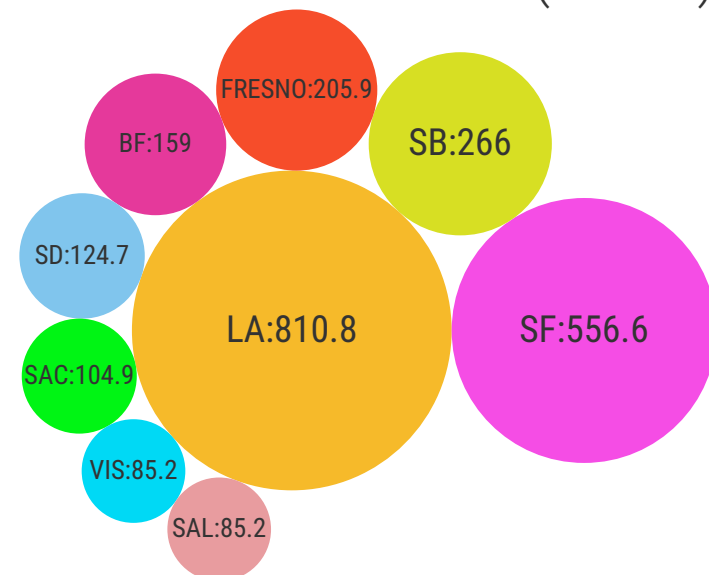
## TOP ORIGINATING MSAs BY SPEND AMOUNT (\$M)



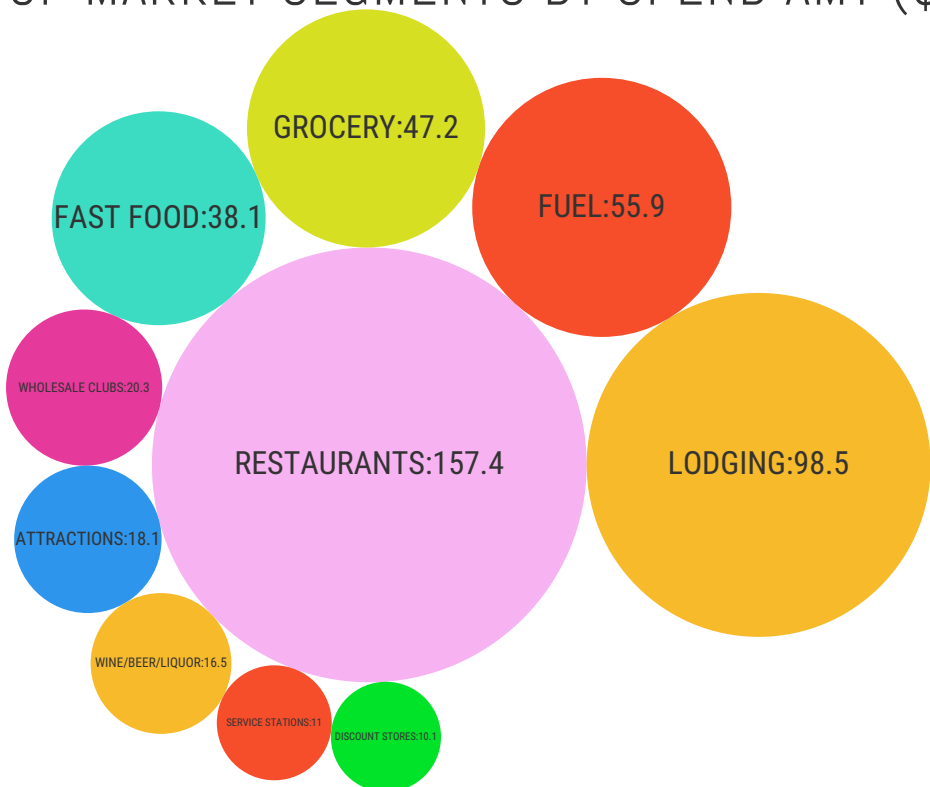
## Top Originating MSAs Y/Y Cardholder Growth



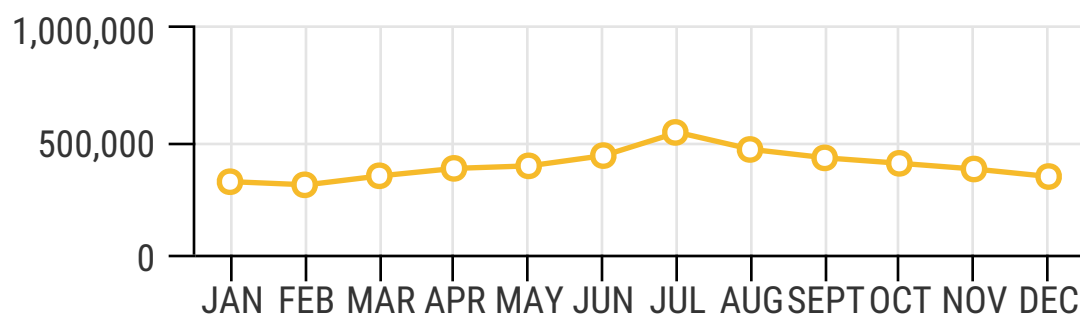
## TOP ORIGINATING MSAs BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend



Report represents 1/1/18-12/31/18. Source: VVT/VISA

